



Missouri Travel Barometer
January 2014 Report
(Data available as of 2/13/14)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, "How is tourism doing statewide?" The barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health. The *Missouri Travel Barometer* is updated on a monthly basis. Our industry is notified via *The Monitor* (the MDT industry eNewsletter) as each new report becomes available -- go to www.VisitMO.com/industry to subscribe.

January Report Highlights

Lodging Statistics: 2013 Calendar Year End Reporting

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have showed positive growth for the 2013 calendar year when compared to January – December 2012. When looking at Missouri's surrounding, competitive states, Missouri performed well in revenue for 2013, while other states are showing higher growth in 2013 occupancy and demand.

Missouri Lodging:

- Demand up 1.2%
- Occupancy up 1.7%
- ADR up 3.7%
- RevPAR up 5.4%

SIC Tourism business sales and tax collections: 2013 Calendar Year to Date through November

- There is a 3.3% increase (\$328.2 million) in **sales revenue** indicated by the most recent Department of Revenue's preliminary report for the calendar year in tourism's 17 SICs (January-November, 2013 over 2012), while the 3.3% growth in **tax collections** represents an \$13.9 million increase over 2012.

Website Visits: Calendar Year 2014

- Total web visits (main site and mobile visits combined) were up 28.4% in January compared to 2013.

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through January

- 5,815 for January -- a decrease of 2.7%

Welcome Center visits: 2014 Calendar Year through January

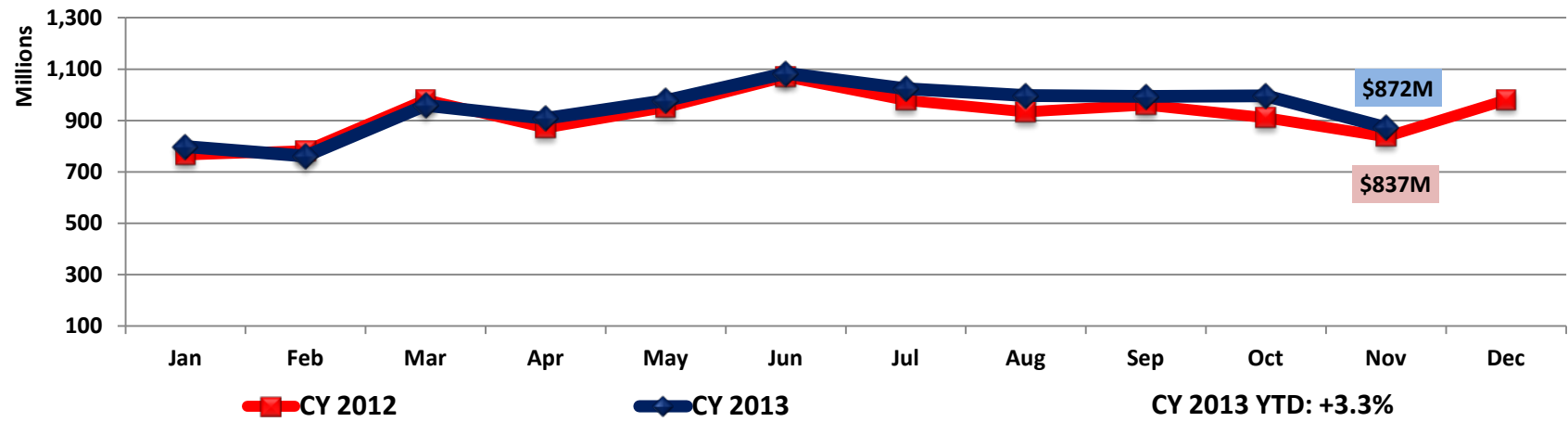
- On direct comparison for CY 2014 the centers are down 6.6% for the month of January compared to January 2013. With Conway added for 2014 only, centers are up 10.5% (comparable 2013 Conway counts N/A).

Major Airport deplanements: 2013 Calendar Year End Reporting

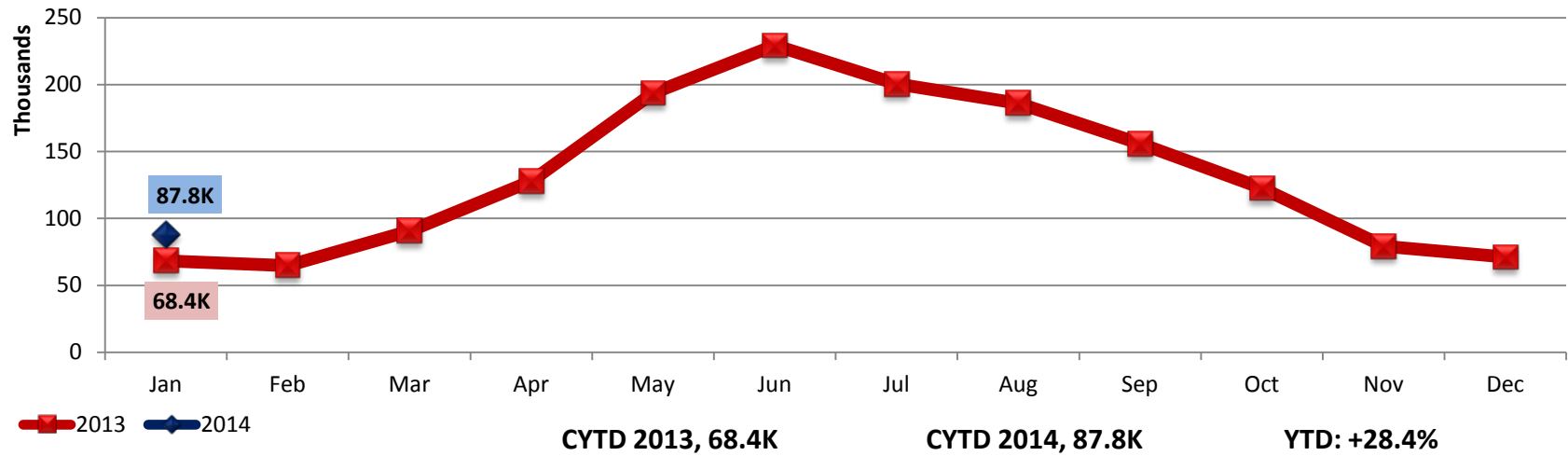
- Missouri major airports: down .7% thru December CYTD (2013)

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Smith Travel Research (STR, INC). Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

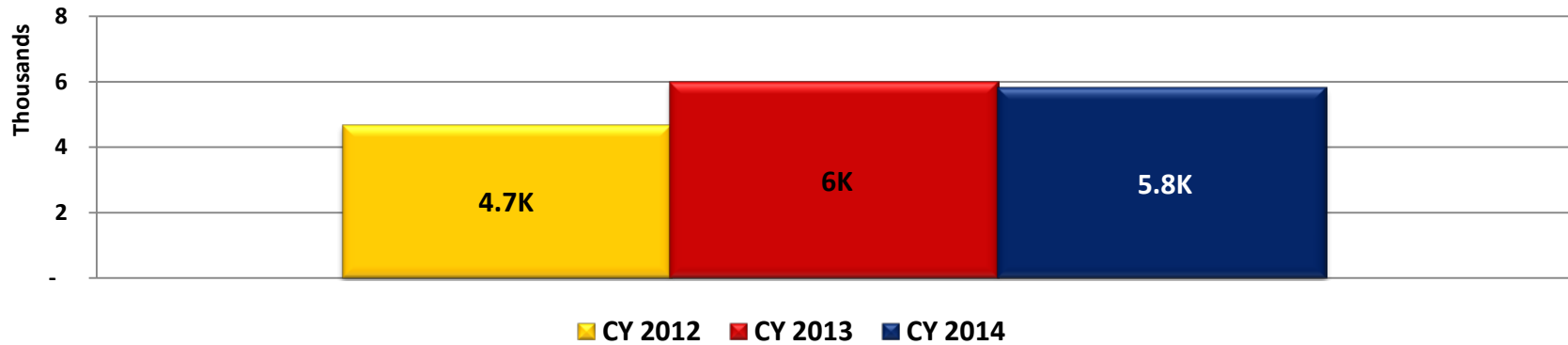
Sales Revenue from 17 Tourism SICs



Total Web Visits

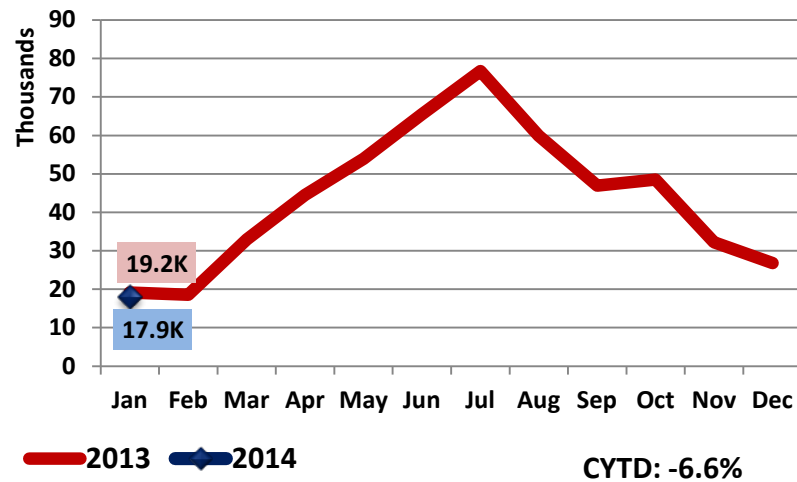


CYTD Responses thru January



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.

Welcome Center Visitors



Major Airport Deplanements

